Russell Sage Business Students Prepare for Northeast Intercollegiate Sales Competiti...

Share this

NEWS

October 27, 2025

Russell Sage Business Students Prepare for Northeast Intercollegiate Sales Competition

SCHOOL OF MANAGEMENT STUDENT RESEARCH

Three Russell Sage College students will represent Sage's School of Management at the Northeast Intercollegiate Sales Competition hosted by Bryant University in Smithfield, Rhode Island, on November 14 and 15, 2025.

The competition includes a Role Play category, where the students lead a 10-minute sales meeting with a fictional company, and a Speed Sell category, where they deliver a 60-second elevator pitch to a hiring manager.

Business majors **Zachary Bischoff**, **Samir Filho** (pictured), and **Riley Montanye** will compete in both categories; Filho will compete in the English and Spanish Speed Sell divisions.

The students are being coached by Associate Professor of Management John Dion, a former executive at LEGO Group and Bose, and Adjunct Professor Kristen Delaney, a former executive at iHeartMedia.

"This is an exciting opportunity for our students," said Dion, "and shows the School of Management's meaningful co-curricular activities."

Filho is taking Business Strategy with Dion and Professional Selling with Delaney, and became interested in the competition after both professors talked about it in their classes.

Employers attend, said Filho, making it like a job fair. “That’s what attracted me, the opportunity to meet new people, a new challenge. I want to gain expertise from it.”

Competitors receive substantial background materials for the Role Play category, including specifications for an app called SpotLogic that they are selling, and detailed background information about the client company and its representatives.

The goal is to advance through four rounds of increasingly challenging sales meetings with company representatives, and the students and professors have been meeting twice a week to prepare.

“We are doing role plays with the professors, they’re giving us feedback,” Filho said. “We’re going through the material about the product that we’re selling and what we’re expected to know and do.”

He’s also applying what he’s learned in class, including advice from a guest in Professional Selling.

“You have all these strategies,” he said, “You have to mirror the person, the tone you use, the words you use. That’s part of professional selling.”

And he credits classes that have required him to attend job fairs and networking events, which have helped him become more comfortable striking up conversations — a skill that will be critical at the sales competition.

The whole experience directly translates to his job search, added Filho, who will graduate in 2026 and is seeking professional roles that align with his long-term goal of becoming a chief financial officer and business investor.

“To get a job, you need to go through an interview. And nobody *likes* interviews. But doing the role play helps you understand what is expected in an interview. You’re getting comfortable with the uncomfortable and that helps a lot. And our professors give us feedback all the time.”

After several weeks of preparation, Filho is confident about the competition.

“I’m so excited for it,” he said.

Recent News

October 28, 2025

Historic Sage Hall Renovations Underway, Get Boost of $2.7 Million in HeCAP Funding From New York State

Russell Sage College is excited to receive $2.7 million in Higher Education Capital Matching Grant Program (HECap) funds from the State of New York for its renovation of historic Sage Hall as a living-learning space for students. The...

READ MORE >

October 28, 2025

Denise Taber Finard ’80 Women’s Institute Welcomes New Leadership Team for 2025-2026

As the Denise Taber Finard ‘80 Women’s Institute at begins to implement its section of Sage Forward, the college’s newly approved strategic plan, the institute will be led by a team for the 2025-2026 academic year. The strategic pla...

READ MORE >

October 26, 2025

Russell Sage College Celebrates Largest Total Enrollment in 25 Years

The last time Russell Sage College’s total enrollment was this high, the nation was consumed with “hanging chads” and the first contestants were being voted off the island in “Survivor.” As of early October, Russell Sage’s official fall...

READ MORE >

SEE ALL NEWS >

Troy Campus

65 1st Street

Troy, NY 12180

Albany Campus

140 New Scotland Avenue

Albany, NY 12208

contact@sage.edu 518-244-2000 Directory

See the latest updates on our COVID-19 response

Copyright © 2024 Russell Sage College